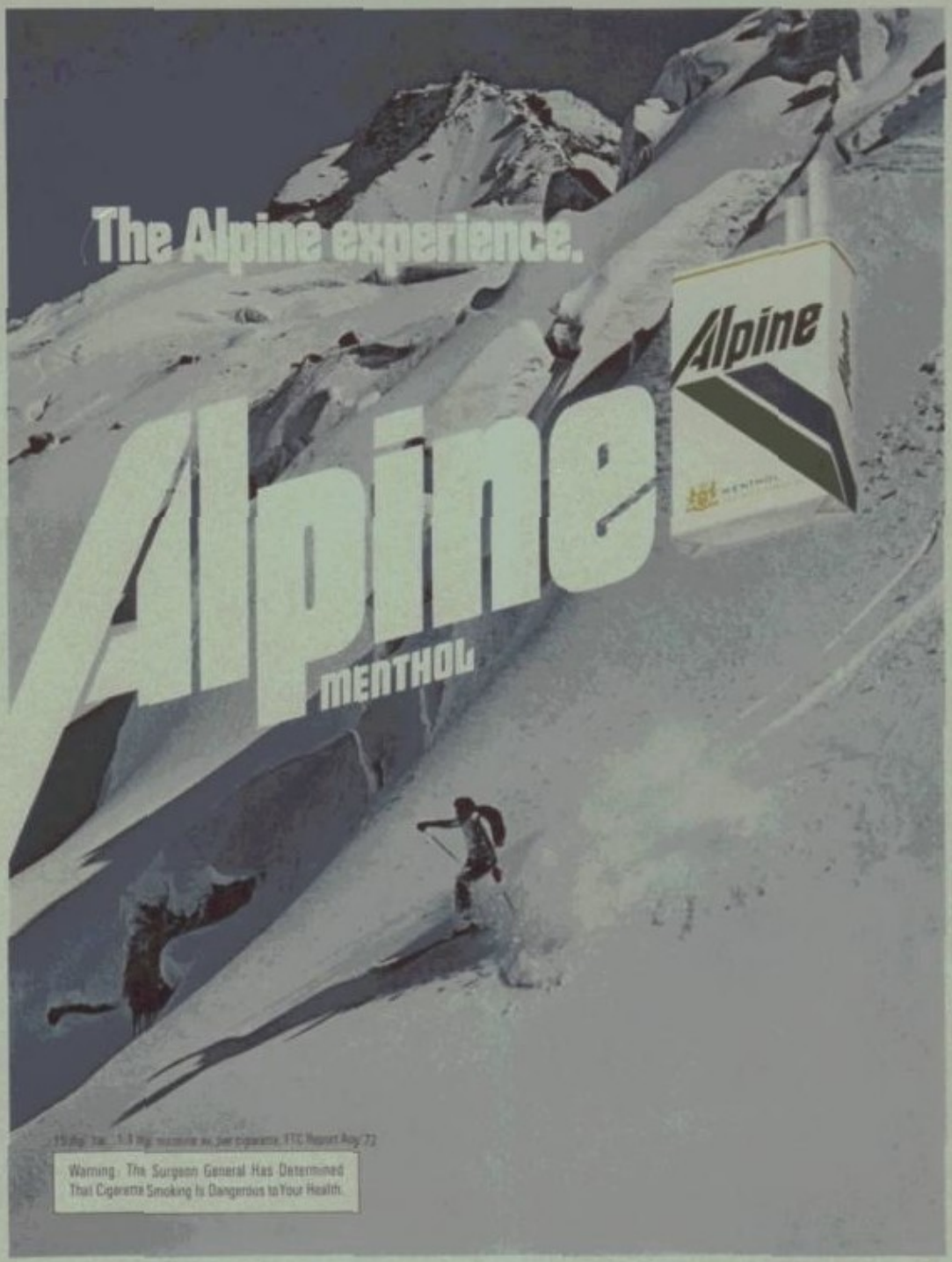
LEO BURNETT COMPANY, *Inc.*
Ad No. 121—Buck Pack—Req. No. 8816y—1 page—4 color bleed—8⅛ x 10¾ in.—Time, Sports Illustrated, 1973 (A)
Printed in U.S.A.


The Alpine experience.
Alpine
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15 mg "tar," 1.3 mg nicotine av. per cigarette, FTC Report Aug '72
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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